

Project Kit — Demo Day Pitch

You've built it. Now you have to make people care in 3 minutes.

Theme: The Pitch · Time: 3 hours

THE GOAL

A 3-minute pitch + 5-slide deck + 30-second demo video, all rehearsed and ready.

MATERIALS

Gamma or Tome for slides	Loom or CapCut for demo video	ChatGPT voice mode for Q&A prep
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STEPS

01 Write the hook

20 options → 1 winner. Rehearse it 20 times.

02 5-slide deck

Problem · Solution · Traction · Magic · Ask. One idea per slide.

03 30-second demo video

Fast cuts. Show the product doing its magic. Zero talking heads.

04 Q&A drill

List 10 possible questions. Prepare 30-second answers to each.

DELIVERABLE

Deck link + demo video + rehearsal log (times, notes, feedback).

RUBRIC — HOW WE JUDGE

✓ **Hook power**

Do the first 10 seconds stop the room?

✓ **Story arc**

Problem → solution → why now — does it flow?

✓ **Demo clarity**

Would a stranger understand the product from the video alone?

✓ **Poise**

Do you look and sound like you own this?

Hook lab

You are a TED speaker coach. My pitch: [PITCH]. Give me 20 opening hooks – 5 stats, 5 personal stories, 5 questions, 5 provocations. Max 25 words each. Rank the top 3 and explain why they'd stop a room.

Devil's advocate

You are a hostile VC. Watch me pitch (transcript below): [PASTE]. Ask the 5 most uncomfortable questions I'd get. Then answer each one in my voice, in a way that turns the weakness into a strength.